

2-6-2012

## Iowa State Daily (February 6, 2012)

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SPORTS

Poppens, Cyclones hook Texas in win



NEWS

VEISHEA tickets to go on sale to public Feb. 20

Crafters create Valentines for local nonprofit



# And the bands are...

## FRIDAY



**Electric Touch**

**Genre:** Rock  
**Sounds like:** Coldplay, Snow Patrol, The Killers  
**Songs you might know:** "Don't Stop"

**Eric Hutchinson**

**Genre:** Rock, Folk  
**Sounds like:** Jason Mraz, Matt Nathanson  
**Songs you might know:** "Rock and Roll" and "Watching You Watching Him"



**Jason Reeves**

**Genre:** Indie  
**Sounds like:** Colbie Caillat, John Mayer, Death Cab for Cutie  
**Songs you might know:** "Photographs and Memories" and "Simple Song"

**New Boyz**

**Genre:** Rap  
**Sounds like:** Chris Brown, Dev, Tyga  
**Songs you might know:** "You're a Jerk" and "Better with the Lights Off"



**T. Mills**

**Genre:** Electronica  
**Sounds like:** The Ready Set, Breathe Carolina, Mod Sun  
**Songs you might know:** "Stupid Boy" and "She Got A..."



**HEADLINER**  
**Hot Chelle Rae**

**Genre:** Pop, Rock  
**Sounds like:** Cobra Starship, We The Kings, All American Rejects  
**Songs you might know:** "Tonight, Tonight" and "I Like It Like That"

## SATURDAY



**Craig Campbell**

**Genre:** Country  
**Sounds like:** Garth Brooks, Blake Shelton, Kenny Chesney  
**Songs you might know:** "Family Man" and "Fish"

**Eric Paslay**

**Genre:** Country  
**Sounds like:** Lady Antebellum, Eli Young Band, Jake Owen  
**Songs you might know:** "Never Really Wanted"



**Hunter Hayes**

**Genre:** Country  
**Sounds like:** Taylor Swift, Keith Urban, Rascal Flatts  
**Songs you might know:** "Storm Warning"

**Iyaz**

**Genre:** R&B  
**Sounds like:** Taio Cruz, Sean Kingston, Travie McCoy  
**Songs you might know:** "Replay," "Pretty Girls" and "Solo"



**To Be Announced**



**WHO WILL IT BE?**  
Veishea will announce another act at a later date. Keep checking the Iowa State Daily for details.  
[iowastatedaily.com](http://iowastatedaily.com)




**HEADLINER**  
**Jay Sean**

**Genre:** Rap, Hip-hop  
**Sounds like:** Drake, Lil' Wayne, Jason Derulo, Ne-Yo  
**Songs you might know:** "Down," "Do You Remember" and "Hit the Lights"






Weather | Provided by ISU Meteorology Club




MON  
25|44

Unusually warm temperatures continue with highs in the mid 40s.




TUE  
25|30

Chance of some flurries in the afternoon with breezy conditions during the day.



WED  
22|29

A typical winter day with temperatures reaching the high 20s.



**This day in 1904:**  
On this day in 1904, unseasonably warm weather surged into Iowa, bringing the temperatures to the 50s and 60s across much of the state.


Calendar

Find out what's going on, and share your event with the rest of campus on our website, at [iowastatedaily.com](http://iowastatedaily.com).

MONDAY

Performance: Are You My Mother?  
**When:** 10 a.m. and 12:30 p.m.  
**What:** At long last, Baby Bird emerges from her shell and expects to be greeted by her mother's song. But her mother is not there. Where is she? Why isn't she home? Baby Bird is determined to find her mother no matter what.  
**Where:** Stephens Auditorium

Building the Golden Gate Bridge  
**When:** 6 p.m.  
**What:** Paul Giroux is currently serving as the American Society of Civil Engineers chairman for the Golden Gate Bridge 75th Anniversary event in May 2012. He was a featured speaker at the Hoover Dam 75th Anniversary Symposium.  
**Where:** Alliant Energy-Lee Liu Auditorium, Howe Hall



Origami with Vamsi Andalam  
**When:** 6:30 p.m.  
**What:** Learn the art of paper folding. Start with the basics — how to read patterns and recreate the folds.  
**Where:** Workspace at the Memorial Union

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Daily Snapshot



Photo: David Derong/Iowa State Daily

MUSIC MARATHON: Bands perform in 15-hour show

Isaac Norman, guitarist for Longshadowmen, finishes his set with the Black Gold Brass Band early Sunday as part of the 15-hour show at The Space for Ames. The venue hosted 50 local artists in a span of 15 hours. See more photos online at [ames247.com](http://ames247.com)

### TV Schedule

MONDAY	TUESDAY	WEDNESDAY
<b>The Bachelor</b> 7 p.m. ABC <b>House</b> 7 p.m. FOX <b>How I Met Your Mother</b> 7 p.m. CBS <b>Hart of Dixie</b> 8 p.m. The CW <b>Smash</b> 9 p.m. NBC	<b>Last Man Standing</b> 7 p.m. ABC <b>Glee</b> 7 p.m. FOX <b>NCIS</b> 7 p.m. CBS <b>90210</b> 8 p.m. The CW <b>Parenthood</b> 9 p.m. The CW	<b>American Idol</b> 7 p.m. FOX <b>One Tree Hill</b> 7 p.m. The CW <b>Whitney</b> 7 p.m. NBC <b>Modern Family</b> 8 p.m. ABC <b>Remodeled</b> 8 p.m. The CW

### Celebrity News

Notes and events.

**Julianne Hough in 'great' relationship with Ryan Seacrest**  
No wonder these Julianne Hough and Ryan Seacrest are always all smiles: Hough told Parade that her romance with "American Idol" host Ryan Seacrest is going swimmingly.  
Although they're both have packed schedules, Hough said they figure out ways to make it work.  
"It's a hard thing to do, especially when you're so caught up in your work and bettering yourself," the 23-year-old said.  
"It does get hard, because you're so focused on that, but I think at the end of the day you have to find a balance with what's really important," she continued.  
"I'm so lucky to have a great relationship. I'm very blessed and I don't take anything for granted."  
And if she ever misses him, she can always catch him on the tube — especially now that "Idol" is back on.

**Michelle Obama, Ellen DeGeneres show off their guns**  
Michelle Obama has some rockin' arms.  
She took the country by sleeveless storm when soon after becoming the country's first lady, she trumped tradition and wore what she wanted, showing off her muscular biceps.  
The first lady put those guns to work recently during a trip to the "Ellen DeGeneres Show" where the 54-year-old DeGeneres challenged the 48-year-old first lady to a push-up contest.  
The first lady's athleticism and devotion to health factor in to her current advocacy as spokesperson for her "Let's Move" campaign, which marks its second anniversary Thursday.

Police Blotter:

Ames, ISU Police Departments

The information in the log comes from the ISU and City of Ames police departments' records. All those accused of violating the law are innocent until proven guilty in a court of law.

**Feb. 2**  
**Kevin Doetsch**, 22, 4221 Frederiksen Court, was arrested and charged with public intoxication on the 100 block of Welch Avenue. He was transported to Mary Greeley Medical Center and subsequently released on citation (reported at 12:03 a.m.).  
**Kenneth Hardeman**, 22, of Boone, Iowa, was arrested and charged with false reports to the law enforcement and robbery (first degree) (reported at 12:12 a.m.).  
**Eric Melchert**, 24, of Jewell, Iowa, was arrested and charged with robbery (first degree) (reported at 12:12 a.m.).  
A body specimen was re-

quested from a driver who was suspected of operating while intoxicated at Lincoln Way and Union Drive (reported at 2:12 a.m.).  
**Ronald Mahoney**, 29, 420 E. Seventh St. unit 101, was arrested and charged with public intoxication (reported at 3:11 a.m.).  
**Carl Kimble**, 41, 111 N. Sherman, was arrested and charged with document work release violation (reported at 9:52 a.m.).  
An individual reported the theft of an iPod, headphones and a student identification card at Maple-Willow-Larch (reported at 2:29 p.m.).

Officers assisted an 18-year-old female who was suffering from an alcohol overdose at Larch Hall. She was transported by ambulance to Mary Greeley Medical Center for treatment (reported at 11:35 p.m.).

### ART CLASSES

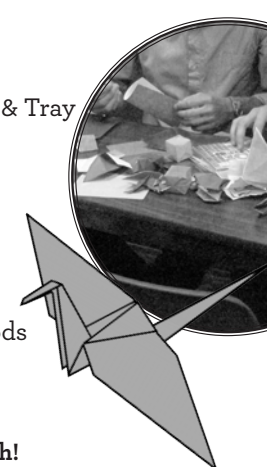
The Union workspace  
diy|rep|photoworkshops | jewelry|studio

#### February

6 – Origami  
6 – Woodshop: Cocktail Table & Tray  
7 – Crochet  
9 – Intermediate Knitting  
12 – Tango  
13 – Needle Felting  
13 – Camera Basics  
16 – Fused Glass Pendants  
19 – Woodshop Joinery Methods

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**Zachary Hinrichs**, 24, of Nevada, Iowa, was arrested and charged with possession of a controlled substance, interference with official acts (simple) and gatherings where continued substance unlawfully used (reported at 10:12 p.m.).  
**Christopher Hinderks**, 24, 1333 Mayfield Drive unit 106, was arrested and charged with gatherings where controlled substance unlawfully used, possession of a controlled substance, possession of drug paraphernalia (reported at 10:12 p.m.).  
**Caleb Pint**, 24, 1425 Coconino Road unit 107, was arrested and charged with possession of a controlled substance and possession of drug paraphernalia (reported at 10:22 p.m.).  
**Judah Allen**, 20, 3415 Frederiksen Court, was arrested and charged with possession of a controlled substance and possession of drug paraphernalia at Frederiksen Court. He was transported to the Story County Justice Center (reported at 11:29 p.m.).



## IOWA STATE DAILY

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PERIODICALS POSTAGE





Art

# Exhibit encourages students to show off

By **Alexandra.Smith**  
[@iowastatedaily.com](#)

The Pioneer Room of the Memorial Union hosted a special event for students with a creative touch Sunday afternoon. Students could drop off any form of artwork — from metal, clay, fiber, wood, or mixed media — to be judged. Forty pieces will be chosen to be displayed in the

Pioneer Room through March 18.

Ashley Antle, senior in interior design and integrated studio arts, was one of the student coordinators for the event. She has been working with events like this for two years, and said that in February they always do something related to art. Last year, they started doing this “drop-off system” and it worked well, so they did it again this year.

“We are looking for 3-D work and mixed media, something different from the other years,” Antle said.

Students crowded into the Pioneer Room to drop off their pieces they were most passionate about in hopes of sharing a part of themselves through artwork.

Myra Chin, junior in integrated studio arts, dropped off her metal artwork called “Loki’s Pendant.”

“Ever since I was a kid, I was interested in art and have always been good at drawing,” Chin said.

Eric Rolek, sophomore in integrated studio arts, showed off a wood piece that he had created in his introductory wood class. It was a box that could not be opened by just simply lifting the lid, but by moving the lid in a particular way to reveal what was inside.

“I wanted something only I could figure out how to open,” Rolek said. His piece is named “Security Hole.”

Students with some spare time are encouraged to come into the Pioneer room in the Memorial Union to check out some of the winning pieces. Come support and admire the hard work and dedication these student artists have displayed through expressing their passions.

Workspace

# Crafters create Valentines for local group

By **Kiana.Roppe**  
[@iowastatedaily.com](#)

Valentine’s Day is quickly approaching. Now is the time for students to show that they care for their loved ones by getting or making them Valentines. Valentines are usually thought of as cards, but they don’t have to be.

The Workspace offered a way for students and community members to get creative with Valentines by making a “Message in a Bottle” on Sunday. It cost \$1 per person to make an unlimited number of Valentines for friends and family. Participants could also donate the Valentines they made to the Mid-Iowa Community Action, Inc.

“They’re almost like a little time capsule,” said Annihka Murray, senior in apparel merchandising, design and production who ran the event at the Workshop.

Unlike cards, the “Message in a Bottle” Valentine consisted of a cylinder tube filled with words of kindness, glitter, feathers and other decorations. Once the cylinders were filled, a cap was placed on top to seal in the love.

“It’s really fun,” said Ana Ramos Gonzales, senior in management information



**Krista Nielsen, senior in English, cuts out decorations for her Valentine’s Day “message in a bottle” at the Memorial Union’s Workspace on Sunday. The event also helped to raise money for the Mid-Iowa Community Action, Inc.**

Photo: Lyn Bryant/Iowa State Daily

systems.

“Message in a Bottle” is a craft offered yearly by the Workspace, but this is the first time they decided to partner with a nonprofit.

Mid-Iowa Community Action, Inc. is a nonprofit organization working to help families and children in central Iowa. Some of the Valentines made at the

Workshop on Sunday will be sent to lift the spirits of individuals within MICA’s Living with HIV program.

“It’s good to give back to people you don’t know,” said

Krista Nielsen, senior in English. She made Valentines with stickers and colored paper for her twin sister, friends and MICA. “The craft aspect makes it so much cooler.”



# Tickets set to go on sale Feb. 20

By **Julia.Ferrell**  
[@iowastatedaily.com](#)

Live @ Veishea concerts will be in the Molecular Biology parking lot. The bands will perform from 6 p.m. to 2 a.m. each night, and gates open at 5:30 p.m.

Tickets for Friday and Saturday will be sold separately and will be available beginning Feb. 20. Tickets will not be sold in the Maintenance Shop, and instead will be sold online through Midwest Tix. More purchasing information will be available on [veishea.ia-state.edu](http://veishea.ia-state.edu).

Sales will extend through April 20 at 4 p.m. Anyone with a valid ISU ID can purchase up to five tickets for \$15 for a single night and \$20 for both nights. On the days of the shows, tickets can be purchased on site only and for \$20.

All tickets are nonrefundable. On the day of the show, tickets will be traded in for wristbands at the concert gates.

Education

# Regents to vote on proposed major in athletic training

By **Aimee.Burch**  
[@iowastatedaily.com](#)

The Iowa Board of Regents will vote this week on Iowa State’s request to establish a Bachelor of Science program in athletic training.

The proposed major will be offered by the department of kinesiology within the College of Human Sciences. The passage of this proposal by the Board of Regents will mean that Iowa State is able to keep its accredited status granted by the Commission on Accreditation of Athletic Training Education. Iowa State has been a CAATE-recognized school since 2001.

CAATE recently announced that all accredited schools under their jurisdiction must have athletic training as a stand-alone major prior to the 2014-2015 school year. Athletic training has

been offered as an option under the department of kinesiology’s degree in kinesiology and health since the 1980s. However, Iowa State currently does not have a major solely dedicated to athletic training.

In an interview about the proposed major last October, athletic training program director Mary Meier said that Iowa State stands in a good position should this proposal pass.

“Nothing will really change,” Meier said. “The classes and faculty are already in place.”

Meier also said that athletic training has had a presence at Iowa State since the 1980s.

With the passage of this proposal, graduating ISU students will still be eligible candidates to sit for the National Athletic Trainers Association certification exam to become certified and licensed trainers.

Election

# Romney wins handily in Nevada

By **David.Bartholomew**  
[@iowastatedaily.com](#)

Republican presidential candidate Mitt Romney won the Nevada caucuses Saturday night after a refreshing win in Florida on Tuesday.

With 71 percent of precincts reporting Sunday night, the former Massachusetts governor held a massive lead over the field with 48 percent of the vote and was projected to be the eventual winner, while former Speaker of the House Newt Gingrich came in second with 23 percent. Additionally, Texas Rep. Ron Paul came in third with 18 percent and former Pennsylvania Sen. Rick Santorum was fourth with 11 percent.

The win for Romney showed his momentum and presumed inevitability as the Republican presidential candidate. Gingrich, despite his win in South Carolina and second-place finishes in Florida and Nevada, seems to have lost his front-runner status to Romney. The next contests will be Tuesday, when Colorado and Minnesota each host their caucuses and

Missouri holds it primary.

Thus far, Romney has 97 delegates, Gingrich has 31, Paul has 14 and Santorum sits with 10; 1,144 delegates are needed to secure the party’s nomination in August.



**Read the rest:**

For more about the Republican race for the nomination, visit [iowastatedaily.com](http://iowastatedaily.com)

## Building Golden Gate Bridge

Monday, February 6, 2012, 6 pm  
Alliant Energy-Lee Liu Auditorium  
Howe Hall



**Paul Giroux**



Iowa State alumnus Paul Giroux has worked for Kiewit Corporation on a wide variety of civil engineering mega projects throughout the United States, including Baltimore’s Fort McHenry Tunnel, several hydroelectric projects, Boston’s Central Artery Tunnel and, most recently, the San Francisco Oakland Bay Bridge Skyway. He is currently serving as the American Society of Civil Engineers chairman for the Golden Gate Bridge 75th Anniversary event in May 2012. He has also been a featured speaker at the Hoover Dam 75th Anniversary Symposium in Las Vegas and chairman and featured speaker for the Brooklyn Bridge 125th Anniversary event. Giroux received his BS in construction engineering from Iowa State University in 1979. He is currently the District Quality Manager for Kiewit Infrastructure West Co.

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Editorial

Komen failed to understand government

Susan G. Komen for the Cure has made headlines for years for raising millions of dollars in support of research for a cure for breast cancer. One of the organizations it contributed to was Planned Parenthood, to provide mammograms to low-income women to detect breast cancer.

Considering that early detection is the key to successful cancer treatment, it was very surprising when the foundation announced it would cut off funding to Planned Parenthood. Public outrage ensued and in short order, Komen reversed its course.

Komen was widely accused of making a political statement, particularly by pro-choice groups such as EMILY's List. Twenty-six senators urged Komen to reverse its choice. When faced with public scrutiny, Komen justified the decision by referring to a new policy barring donating to organizations under investigation.

The investigation Komen was concerned with is one led by Rep. Cliff Stearns, R-Fla. It is surprising that Komen concerned itself with this investigation, as it is a political investigation, not a criminal one.

A criminal investigation may be a reason to believe that the business practices of that specific organization are outside the bounds of the law. A political investigation, such as the one of Planned Parenthood, carry none of the same overtones. Congress investigates issues constantly, from the effects of fracking to steroid use in Major League Baseball.

The political investigation of Planned Parenthood was conducted by a single member of Congress, which is often done for political benefit, particularly when elections are nearing. If a representative fears a difficult re-election, he or she may use investigations as a ploy to appear stronger on crucial issues.

The investigation by Stearns, a Republican making a claim to be tough on abortion, can make a strong showing during the campaign season. Though Planned Parenthood does much more than abortions, it is by far the most well-known organization in the country that provides them.

That's what triggered such a visceral reaction when Komen decided to cut funding to Planned Parenthood. The action to remove funding was seen by many as placing the political question on abortion rights above the vital health needs of the poor.

That is the danger of being unaware of how our government operates. Whether Komen did make an ill-fated public statement on abortion or it was an honest mistake, the damage has been done. The effect on Susan G. Komen for the Cure's long-term outlook may be fatal, all because of a misunderstanding of the difference between a congressional investigation and a criminal one.

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The Daily encourages discussion but does not guarantee its publication. We reserve the right to edit or reject any letter or online feedback.

Send your letters to letters@iowastatedaily.com. Letters must include the name(s), phone number(s), majors and/or group affiliation(s) and year in school of the author(s). Phone numbers and addresses will not be published.

Online feedback may be used if first name and last name, major and year in school are included in the post. Feedback posted online is eligible for print in the Iowa State Daily.

Society



Photo courtesy of Thinkstock

To say that even selfless acts, such as donating food to the less fortunate, are selfish because they are self-satisfying deeds is exorbitant and fails to acknowledge that the satisfying deeds take others into account.

Greed is not only emotion

A column was published last Thursday that conjectured “selfishness” as a reconciliation to the flaws in capitalism. I simply cannot allow this to justify the corruption in capitalism. The premise considers selfishness as inherent in human nature.

Greed is one of our most common vices. To say, however, that even selfless acts are selfish, due to self-satisfaction, is exorbitant. While we do receive a satisfying feeling when helping one another, it is not characterized by greed. Selfishness is the “stinginess resulting from a concern for your own welfare and a disregard of others” (according to Merriam-Webster).

To equate charity, compassion and other philanthropic endeavors to selfishness is somewhat paradoxical. The contradiction lies within the assertion that unselfish acts are selfish. This is simply absurd, as we know that humans have the tendency to forget themselves and help others.

A society with a concern for justice, equality and liberty is not characterized by how selfish its individuals can be, but by how unselfish its individuals can be. The legal and regulatory systems placed upon capitalism, and governed by representatives, are merely reflections of these beliefs.

Also, I find it difficult to believe that a society composed of 78.4 percent Christians (according to the Pew Forum on Religion & Public Life, 2010), the proprietors of moral doctrine, can fall into the same vice that has, in the past, garnered barbarism, hysteria and political dominance. Alas, this is reality, and I will not use religious morality as the backbone of my counter-assertions. Using religious morals to combat the contradiction in private capitalism would be too easy.

I shall approach capitalistic greed from a different angle. Dinesh D'Souza, a writer and speaker for NPR, said, “Capitalism civilizes greed in much the same way that marriage civilizes lust.” Is D'Souza saying that capitalism makes greed “good,” as it is used as a “channel-



By Michael Glawe  
@iowastatedaily.com

ing” force? Does capitalism mitigate the “bad” in greed?

By logical parameters, that would no doubt reveal yet another paradox — there is no such thing as “good greed.” If we are to abide by humanity’s ethical and moral codes, even under a capitalistic system, then greed is no doubt a bad behavior. Thus, greed must never be allowed to govern the decisions of man. To allow it would be to defy the principles this country was founded upon.

Citizens of a capitalist system do not thrive on greed. Yet, you could say that people allow greed to motivate them toward material goods. However, greed is not, or at least should not be, the fuel of capitalism.

Capitalism, in the classical liberal sense borrowed by modern conservatives, was designed so that markets would essentially govern themselves (the invisible hand). Classical capitalism worked through the industrial age (the rise of factories); however, it ultimately led to the Great Depression. From this, we saw the rise of institutional regulation of capitalism, which brought us out of the depression.

Thorstein Veblen, an institutional economist, wrote the “Theory of Business Enterprise” in 1904, counter-asserting the neoclassical view that capitalism was efficient. He wrote that “businesses are hindered by their owners’ pursuit of profit over industrial infrastructure.” To Veblen, owners who greedily sought monetary or materialistic gains were tainted with “excessive credit, conspicuous consumption and ultimately a control of political power.” He could not have been more

correct.

The desire for money and material goods isn’t always delineated to greed. Citizens are always attempting to provide themselves and their families with a better living environment, healthier food and a better education. Because capitalism creates access to a huge volume of goods, it allows us to first satisfy “needs,” and then, of course, “wants.”

Greed and selfishness are characterized by “want.” The initial motivation of all humans, especially in nuclear families, is to fulfill survival needs, which are much different than “wants.” In addition, survival needs may provision a formation of governance and security.

The misconception in modern capitalist societies is that all citizens may become wealthy, though I could seriously contend that there is absolutely no feasible way for everybody to become wealthy. It is frivolous to assume that wealth may become bourgeois if everybody “tried.” We simply would not have enough money. We could, therefore, premise that there will always be humans fulfilling “needs” instead of “wants,” first and foremost, because there are numerous people in capitalist systems that are impoverished. This excludes the hasty generalization that the impoverished are lazy and unmotivated.

To say that greed, the motivator of the corrupted, is civilized under capitalism is to allow another “2008 Meltdown.” Greed may lead to competitive innovation, but it also leads to obsessive behavior that drives our economy into the ground. That is why, as citizens, we should allow government to regulate capitalism and consent to accepted moral principles and their effect on legality. We allow the representatives to govern capitalism and business because, if left unfettered, it will destroy itself and choke the world of necessity.

Michael Glawe is a sophomore in finance and political science from New Ulm, Minn.

Politics

Romney meant what he said

Gov. Mitt Romney is a very rich man. To be sure, he deserves to keep as much of his wealth as is consistent with the welfare of the nation whose laws allowed him to amass so much. Various news outlets such as CNN and NPR relating his statement that he cares about neither the very rich nor the very poor, but instead the 90 to 95 percent of Americans who are struggling, refer to the statement as a gaffe. I think Romney meant exactly what he said.

There are larger issues at stake in his comment than his acquiescence to our system of Social Security and a safety net and his apparent willingness to concede that, despite President Barack Obama’s presidency, the rich are doing very well for themselves.

Contemporary American politics is merely interest politics. That goes for whether politicians support the rich, the poor or the middle class. The problem is that we equate what is best for America as what is best for a majority, preferably by a wide margin, of the American people.

The public interest — the American interest — is something completely different. It is com-



By Michael Belding  
@iowastatedaily.com

pletely different from the British, German, Israeli or Chinese national interest. To the extent that a problem is one of money, jobs or the economy, it is not a problem for the American polity to resolve.

The little economic problems of the shopkeepers and the job-makers are not unique to American soil. They are not unique to the American people. Any person, anywhere in the world, confronts the same struggle for survival and prosperity. American problems — and ones for American politicians and laws, if not informal agreements and customs among American people — are the ones that arise from Americanness. They come from participation in American cultural and political life.

The same way there is a collective experience to being a human being, with its emotions of love, hatred, joy and depression; the

same way there is a collective experience to being part of a given religion, sharing in centuries-old traditions, singing the same hymns, knowing the same holy verses, there is a collective experience to being American.

Problems that are not part of American uniqueness should not be objects of the American government’s attention. Problems that are not part of British or Russian or Chinese uniqueness should not be objects of the British, Russian or Chinese governments’ attention.

When issues begin to damage the way we interact with one another, then they deserve the attention of our political institutions.

Some problems, no matter how miserable they make us, should not be addressed by an allegedly republican government.

Seventy-one percent of Americans think abortion should be regulated in at least some instances. A plurality, 46 percent, of Americans disapprove of same-sex marriage. Eighty percent of Americans think the government should do more to address the problem of global warming. The day after “Obamacare” was passed, a plurality of Americans,

49 percent, supported the bill.

The New York Times recently reported that, according to the Congressional Budget Office, allowing the Bush tax cuts to expire and retaining spending caps would lead to an increasingly shrunken budget deficit. It would be some \$1.1 trillion for this year, \$585 billion next year, and \$345 billion in 2014.

The effect of controlling that problem, however, would be unemployment rising to 9.2 percent.

The trouble is that Republicans, such as Romney, want to have their cake and eat it too. In addition to shouting at the top of their lungs and jumping up and down about the deficit and national debt, which truly are national problems that deserve our attention, they want to put Americans to work.

The CBO is presenting us with a choice, it seems: We can address a truly national problem, or we can put the public resources of us all to work for the benefit of individual Americans.

Michael Belding is a senior in history and political science from Story City, Iowa.





ONLINE:



IOWA STATE EARNS WIN OVER KANSAS

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TRACK:

## Loy posts personal-best time

By Dylan Montz,  
Daily staff writer

The ISU men's track and field team competed at the New Balance Invitational in New York on Saturday afternoon running in personal-best fashion. Senior distance runner Rico Loy placed third in the Championship Division of the mile run (4:02.55). The time was a personal-best for the native of Bad Wildbad, Germany. The ISU men's and women's teams will return to Ames to host the Iowa State Classic this weekend at the Lied Recreation Athletic Center.

TRACK:

## Relay team finishes in 2nd place

By Stephen Koenigsfeld,  
Daily staff writer

The No. 12 ISU women's track team came away from the New Balance Invitational on Saturday with four personal records and two runner-up showings.

Iowa State placed second in the women's College Division 4-x-400 meter relay with a time of 3:34.49 — the best this season. The Cyclones' time was second-best in the finals.

Ejiro Okoro finished third in her heat of the 1,000-meter championship, Morgan Casey won her heat of the mile run.

SPORTS JARGON:

## 3-pointer

SPORT:

Basketball

DEFINITION:

A shot from beyond the 3-point line, which sits 20.75 feet from the basket in an arc in NCAA.

USE:

The ISU men's team scored 45 points from 3-pointers, sinking 15 against Oklahoma.

## Women's basketball

# Cyclones hook Longhorns

By Dean.Berhow-Goll  
@iowastatedaily.com

Behind a 19-4 run and hot shooting in the second half, Iowa State pulled away from Texas and comfortably came away with a 71-56 win Saturday at Hilton Coliseum.

The Cyclones (13-8, 4-6 Big 12) scored 44 points in the second half to pull away from the Longhorns (13-9, 3-7) behind 20 second-half points from Chelsea Poppens.

Sophomore forward Hallie Christofferson kept up her hot shooting from 3-point range, hitting five of eight from beyond the arc to match her career-high. In the last five games, she's been shooting 50 percent from behind the arc, hitting 14 3s.

"There's really nothing that I did different," Christofferson said. "I just keep it the same and keep doing my thing."

Poppens scored a career-high 27 points with 10 rebounds. She put up those numbers in only 24 minutes due to foul trouble throughout the game.

"I don't know that I've ever seen a performance, unless it was an NBA game on TV, what Chelsea Poppens did in the second half," said ISU coach Bill Fennelly. "I think the two things I say about Poppens, she's a walking, breathing example of what can happen to you in your life if you work really hard."

"And the other thing is she's a great teammate. She's in foul trouble and she's the biggest cheerleader on the bench. Then she goes in the game and just takes over."

For Poppens, it was not only her 10th double-double of the season, it was also her 10th 20-point game of her career, and she's scored at least 20 points in three of four games.

Even with Poppens' performance, UT coach Gail Goostenkors was sure to pass on the praise to the entire ISU team.

"She's a great player, but certainly



Photo: Tim Reuter/Iowa State Daily

Coach Bill Fennelly yells out plays to his team Saturday at Hilton Coliseum. The Cyclones beat the Longhorns 71-56.

it's a team effort," Goostenkors said. "They don't rely on just one person. That's what happens with great teams, you have a lot of great weapons."

The Cyclones were able to turn up the defensive pressure in the second half, which allowed them to go on the 19-4 run that put them ahead 50-40 with 8:25 left. The Cyclones forced 15 turnovers in the second half, leading to 22 points from turnovers.

"We turned the ball over," Goostenkors said of Iowa State's run. "I thought that was the biggest issue we had. I told the team I was proud of their effort, but we didn't play smart."

Another Cyclone who had a good game was senior Lauren Mansfield. She didn't have the shooting percentage, only making one of 10 shots.

However, Mansfield had an 11-1 assist to turnover ratio, which is equally important as a guard.

"Most people would look at the stats and say Lauren didn't play very well. I thought she played great," Fennelly said. "We have 25 field goals and 23 assists. If I'm Chelsea Poppens, I'd be



Photo: Tim Reuter/Iowa State Daily

Forward Chelsea Poppens drives through the Texas opposition on Saturday. Poppens led the team in scoring and rebounds, with 27 points and 10 rebounds.

buying dinner for Lauren Mansfield tonight."

Iowa State is now 2-0 in February and has won four of five in conference play. Fennelly feels not only are the Cyclones playing great basketball and understanding their roles, but against Texas, they played as well as they could.

"I do think our players have identified their roles," Fennelly said. "I thought the way we played the last 15 minutes, we couldn't play any better, and it was against a really good team. [I'm] very proud of our team. It certainly finishes off a really good week for our kids."

## Men's basketball

# 3-pointers key Iowa State to road win

By Dan.Tracy  
@iowastatedaily.com

After igniting Hilton Coliseum with three dunks in a win against Kansas State on Tuesday, ISU sophomore forward Royce White was forced to dish the ball instead of dunk it at Oklahoma on Saturday.

Facing double teams from the OU posts Saturday night, White recorded seven assists on the night — all on 3-point baskets — as the Cyclones (17-6, 7-3 Big 12) made 15 of 30 shots from beyond the arc in a 77-70 win at Oklahoma (13-9, 3-7 Big 12).

"With the way they were playing Royce, we were able to play through the post," said guard Scott Christopherson. "Royce is so good at throwing those pinpoint [passes] because he's so strong and he's got those hands. He's able to

see over the double team and we were able to get good looks."

White, the team's leader in assists at 4.6 per game, tallied seven assists on the stat sheet, but his coach felt it was his passes early in possessions that triggered Iowa State's offensive success.

"If you count hockey assists tonight, Royce probably has 15 of them," said ISU coach Fred Hoiberg. "That's who Royce is. He's not a guy that's going to go in there and try to force it up. He's said all along that he'd rather get an assist than a basket and tonight showed that."

Hoiberg was impressed after the game with the fact that 19 of Iowa State's 25 made field goals came with an assist.



Ejim

Sophomore forward Melvin Ejim, who led the Cyclones with a season-high 21 points, capitalized on an assist from a teammate on five of his seven buckets.

"Coach keeps telling me to shoot the ball and I was feeling it today, even though I haven't had a good shooting percentage," Ejim said. "I think I did a good job just taking advantage of them double-teaming Royce and guys making the extra passes."

Ejim hit two of Iowa State's 15 shots from 3-point range, setting a new school record for 3s made in a conference game. The sharp shooting night helped give the Cyclones a late lead, which they have not squandered in their three-game winning streak, outscoring their last three opponents by a combined score of 23-10 in the final two minutes.

"I was very pleased with our poise down the stretch. Once again, for the third straight game, we did a great job of not forcing it, not taking a bad shot and getting it in the

right guy's hands and making the right play," Hoiberg said.

The Cyclones travel back to the state Tuesday night to face Oklahoma State (11-12, 4-6). Tip time is scheduled for 7 p.m.



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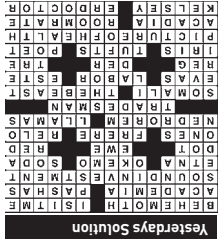
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Crossword

1	2	3	4		5	6	7	8		9	10	11	12
13					14					15			
16					17					18			
19						20					21		22
23					24				25	26	27		
28					29		30	31	32				
33					34					35			
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39	40	41				42					43	44	45
46						47				48		49	
50										51		52	
53						54	55	56	57		58		
					59		60	61					
					63						65		
					66						68		

- Across
- 1 PC screens  
5 Bumbling types  
9 Washer or dryer: Abbr.  
13 Banister  
14 “Deck the Halls” syllables  
15 Cuba, to Castro  
16 \*Start of a Jackie Gleason “Honeymooners” catchphrase  
19 Capone associate Frank  
20 Political satirist Mort  
21 Pale  
23 “Be right with you!”  
25 Moe, Curly or Larry  
28 Space-saving abbr.  
29 \*Vivaldi classic, with “The”  
33 Pot-scrubbing brand  
34 Fencing sword  
35 King with a golden touch  
36 \*Cat’s blessing, so it’s said  
39 Brainstorms  
42 Company with a “swoosh” logo  
43 “The Racer’s Edge”  
46 \*Tennessee Ernie Ford hit about coal mining  
49 Musician’s asset  
50 Big name in tea  
51 New Orleans university  
53 Orch. section  
54 Coarse file  
58 Pantyhose that came in a shell  
59 What the starred answers start with  
63 Upscale hotel chain  
64 Potatoes’ partner  
65 Post-Christmas retail event  
66 Bog fuel
- Down
- 1 Churns  
2 Met by chance  
3 Men’s wear accessories  
4 Bandits in Vegas?  
5 More than occasionally, to a bard  
6 Oohs’ partners  
7 Circus insect  
8 Scout uniform component  
9 Help  
10 Free TV ad  
11 Layered building material  
12 Layered ristorante offering  
17 Feudal estate  
18 “Do it, or \_\_\_!”
- 67 Hwy. accident respondents  
68 Managed care gps.



Word of the Day:

- peroration \ per-uh-REY-shuhn \ , noun;
1. A long speech characterized by lofty and often pompous language.
2. Rhetoric. The concluding part of a speech or discourse, in which the speaker or writer recapitulates the principal points and urges them with greater earnestness and force.
- Example:  
This person always provides a dramatic peroration ; it is expected of him and he seldom disappoints.

Random Facts:

- Henri Breault, a pediatrician from Windsor, Ontario, invented the child-resistant medicine cap in 1967.
- Dr. James Naismith, who invented basketball, was Canadian.
- Any month that begins on a Sunday will include a Friday the 13th.
- World War I ended at precisely eleven o’clock on the eleventh day of the eleventh month of the year 1918.
- Albert Einstein never learned how to drive a car.
- An ostrich’s eye is the same size as its brain.

SUDOKU

THE SAMURAI OF PUZZLES By The Mephams Group

Level: 1 2 3 4

Complete the grid so each row, column and 3-by-3 box (in bold borders) contains every digit, 1 to 9. For strategies on how to solve Sudoku, visit [www.sudoku.org.uk](http://www.sudoku.org.uk)

SOLUTION TO SATURDAY’S PUZZLE


1	4	6	3	2	7	9	8	5
3	2	8	1	5	9	6	4	7
9	5	7	4	8	6	2	1	3
5	1	3	2	9	8	7	6	4
8	6	9	7	4	3	1	5	2
2	7	4	6	1	5	8	3	9
6	9	5	8	7	4	3	2	1
7	3	1	5	6	2	4	9	8
4	8	2	9	3	1	5	7	6

2/6/12

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Daily Horoscope: by Nancy Black

Scorpio: You’re being tested

Today’s Birthday (02/06/12).

Partners are your greatest resources: Leverage their talents to bring mutual dreams to fruition. Spending could seem overly easy this year, so make sure you handle your basics (calendars, budgets, alarms). To get the advantage, check the day’s rating: 10 is the easiest day, 0 the most challenging.

Aries (March 21-April 19)

-- Today is a 7 -- You can start enjoying yourself around now; the odds are in your favor. Check out an interesting suggestion. Listen to your family. No need to decide yet.

Taurus (April 20-May 20)

-- Today is an 8 -- A little effort restores harmony. A female soothes ruffled tempers. A balanced checkbook is only part of it. Make love and romance a priority.

Gemini (May 21-June 21)

-- Today is a 7 -- You’re really learning now. Consult with your team. Send off the paperwork for a raise in funding. Saving resources can be easy. Play with friends.

Cancer (June 22-July 22)

-- Today is a 9 -- If you can put up with an offensive tone, you can do well. You’re full of ideas for making money. Only use what you have, and keep your eye on the ball.

Leo (July 23-Aug. 22)

-- Today is an 8 -- The shyness is only temporary. You’re a true leader now, with increasing influence. Trust your intuition to solve any puzzles along the way. You know what to do.

Virgo (Aug. 23-Sept. 22)

-- Today is a 6 -- Your best move could be a well-thought-out surprise. Just say what’s on your mind. You’re wiser than you may realize. Big stories are proof of that.

Libra (Sept. 23-Oct. 22)

-- Today is a 9 -- You’re sociable today and tomorrow, which plays to your advantage. Friends help you open new doors and discover new treasures. You level up.

Scorpio (Oct. 23-Nov. 21)

-- Today is an 8 -- You’re being tested, but there’s no need to worry. Follow your heart. You’ll do fine. Friends and finances don’t mix well for now.

Sagittarius (Nov. 22-Dec. 21)

-- Today is a 6 -- Relationships may require patience right now. Focus on what you have rather than on what you’re missing. Don’t worry. Be open to happy surprises.

Capricorn (Dec. 22-Jan. 19)

-- Today is an 8 -- You can make it happen as long as you stay strong and avoid the usual distractions. Be open to new ideas, and be willing to reinvent yourself.

Aquarius (Jan. 20-Feb. 18)

-- Today is a 9 -- Create new opportunities with your team for the next couple of days. If you don’t have a team, join one, or invent one. Focus on abundance.

Pisces (Feb. 19-March 20)

-- Today is a 9 -- Hit the ground running to tackle projects as they come to you. There’s no time for distractions since there’s more work coming in. Allow for different points of view.

Trivia

1. What was Michael Jackson’s album follow-up to Thriller?

ANSWER: Bad

2. The Panama Canal Zone was returned to Panama during which president’s administration?

ANSWER: Carter

3. What type of car was Isadora Duncan test driving when her scarf caught in the wheel spokes and strangled her?

ANSWER: Bugatti

4. What is the nickname of record-breaking sprinter Maurice Greene?

ANSWER: Kansas Cannonball

5. How many U.S. states border the Gulf of Mexico?

ANSWER: Five

what? just sayin

I can’t even imagine what people did at red lights before cell phones.

...

To the girl sitting across from me who is slightly touching her boobs ...please continue.

...

Good thing I’m not a guy cuz I’d be walking around with a boner all the time

...

I asked my dad to bring a stud finder to my apt and he said he threw it out years ago cuz it kept pointing at him.

...

My one night stand called me “baby” during sex. I’m suddenly very dry and very sober.

...

People are confused when I am kind to them.

...

That FML moment when words with friends starts you out with all consonants

...

Even I can’t decode my drunk text from last nite but alcohol was spelled correct everytime...go figure.

...

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TECH:



Zuckerberg  
becomes  
billionaire

NEWYORK (CNN) — At age 27, Mark Zuckerberg is about to officially become a paper billionaire.

In the IPO paperwork Facebook filed Wednesday, the company reported that its founder and CEO owns more than a quarter of the company. Zuckerberg holds roughly 534 million shares.

What those shares are actually worth is a question for the open market to sort out when Facebook begins trading its shares publicly later this year. But Facebook said in its IPO paperwork that its own internal valuation puts their current value at \$29.73 per share.

That means Zuckerberg's stake is worth \$16 billion — enough to make him one of the 50 richest people on the planet, by Forbes' calculation.

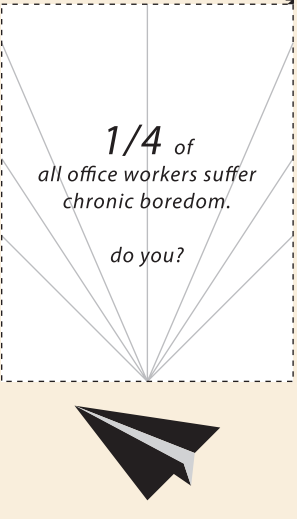
But Facebook's valuation is fairly conservative. Analysts have ballparked the company's market value at \$85 billion or more.

If that higher valuation holds up when the company goes public, Zuckerberg would be worth \$24 billion or more.

Most of Zuckerberg's wealth is on paper. As the dot-com boom-and-bust illustrated, paper gains can vanish fast if a company's market value plunges.

WEEKLY STAT:

According to British Psychological Society's Division of Occupational Psychology,



1/4 of  
all office workers suffer  
chronic boredom.  
do you?

Restaurant



Oddfellows Burger Kitchen, located near North Grand Mall, will open its doors to the public Monday after just under a month of preparation. The new restaurant sports a collection of music and other off-the-wall memorabilia, as well as an American-style gourmet menu.

Oddfellows Burger Kitchen offers unique atmosphere

By Jenna.Russell  
@iowastatedaily.com

There will soon be a new fun and funky restaurant at the old location of Cafe Shi. Oddfellows Burger Kitchen is owned by Chris Patterson and will have its grand opening Monday.

Oddfellows Burger Kitchen is an American grill with a unique environment, with all kinds of antiques and pieces of art on the walls that add to the funkiness of the restaurant.

"Everything is made from scratch daily and we have a very unique menu, including our signature burgers," Patterson said. "Some of these burgers can only be found here, like the Oddfellow Burger, which is a bacon cheeseburger that is served on a doughnut bun, or the Presley Burger, a bacon pea-



Photo: David Derong/Iowa State Daily

nut butter burger."

Patterson is an ISU alumnus who grew up in the area and got his start as a dishwasher at the former Northwestern Steakhouse almost 30 years ago.

He has found success in the restaurant business throughout the country but decided a few years ago that it was time to come back to the Ames area.

"I wanted to open Oddfellows in Ames because

Oddfellows Burger Kitchen

- 823 Wheeler St., Ames, in the Northern Lights Shopping Center
- 515-292-2066
- oddfellowsburgerkitchen.com

Leadership

Ceremony honors 4 young professionals

By Jenna.Russell  
@iowastatedaily.com

The Young Professionals of Ames and the Ames Chamber of Commerce hosted the fifth annual 4 Under 40 Awards ceremony on Thursday.

"These awards strive to recognize business professionals in the Ames community who show outstanding leadership and who are dedicated to growing business in Ames," said Shelly Greving, YPA president.

Anyone who is business professional and leader in the Ames community and is between 21 and 40 is eligible for the award, and the winners are chosen by the Ames Chamber of Commerce Board of Directors.

Young Professionals of Ames and its business professionals are dedicated to community outreach leadership and professional development and creating strong leaders through the Annual Leadership Symposium.

"Young Professionals of Ames was founded in 2002 and is in its 10th

year, and new members can sign up through the Young Professionals of Ames website," Greving said.

**Alicia Clancy, Renewable Energy Group**

Clancy is currently the manager of corporate affairs at Renewable Energy Group in Ames. She directs biodiesel education and outreach, press relationships with Renewable Energy Group, product branding, investor relations and legislative affairs.

She has a B.A. in journalism and mass communications and public service and administration in agriculture from Iowa State and she is currently pursuing her MBA.

She is also an active member of the Iowa Biodiesel Board and the Iowa Renewable Fuels Association.

**Aaron Mortvedt, Gateway Hotel and Conference Center**

Mortvedt graduated from the

University of Iowa and has worked at the Gateway Hotel and Conference Center for eight years. He is a member of the YPA Board and a graduate of Leadership Ames.

He recently accepted a co-chairman position for the Major Firms campaign of the United Way of Story County for 2012 and 2013, and he is also the chairman of the Ames Chamber of Commerce's Business Improvement Council.

**Jenny Pollard, ISU Alumni Association**

Pollard is the assistant director for membership and revenue enhancement with the ISU Alumni Association.

Her primary responsibilities are the development of the ISU Alumni Association's sponsorship program, business membership program, business networks and membership discounts.

Pollard is a liaison to the Young

Alumni Council and is the president-elect for the Young Professionals of Ames. She is on the Alumni Association's membership and marketing team.

**Brian D. Torreisi, Davis Brown Law Firm**

Torreisi joined the Davis Brown Law firm in August 2011 and has a general practice that includes corporate transactions, real estate, business litigation and creditor's rights.

He is the current president and past vice president, secretary and treasurer of the Story County Bar Association where he serves on the Military Affairs Committee and the Commercial and Bankruptcy Law Section Case Review Subcommittee.

Torreisi also serves on the board of directors for the United Way of Story County, the Octagon Center for the Arts and Gilbert Youth Sports, and is a Leadership Ames graduate and Ames Noon Rotary Club member.

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 IOWA STATE DAILY



VACCINATIONS:

Son’s death reminds that flu can kill

By Dennis Webb  
The Daily Sentinel

GRAND JUNCTION, Colo. (AP) — When 17-year-old Austin Booth left Rifle High School basketball practice early a year ago because of illness, it was a rarity for the multisport athlete who almost never missed school and was the epitome of good health.

When he began coughing up blood the next morning, his family took him to Grand River Hospital and Medical Center in Rifle, where he ended up on a ventilator awaiting a helicopter flight to Grand Junction.

“That was the last time, that morning, that we were ever able to speak to him,” said his mother, Regina Booth.

If she could talk to him again, she said, she would apologize for not having had him vaccinated for the flu that, compounded by pneumonia and a staph bacteria known as MRSA, claimed his life within a week, last Jan. 17.

“Knowing that he died of something that was preventable, you feel guilty. You wish that we would have gotten him the flu shot, something so simple as a \$10 shot. I would probably tell him that I’m sorry that I didn’t protect him,” Booth said.

No longer able to speak to her son, Booth is speaking publicly about his loss and the lessons learned from it. She hopes other families will take advantage of flu vaccinations and minimize their chances of a tragedy befalling them like it did the Booths.

STEPS:

WEEK ONE:  
428,066

WEEK TWO:  
574,838

WEEK THREE:  
324,158

Exercise

Runners stay active year-round

By Claire.Kruesel  
@iowastatedaily.com

With 60 degree days this winter, don’t be surprised if cabin-feverish legs are overtaken by the urge to go for a run.

“This winter has been amazing for runners,” said Emily Hampton, owner of Ignite Yoga, 2707 Stange Road, and an avid runner herself.

While it’s warm out now, how does one properly layer for the wind and cold that are more typical of winter weather, or decide when it’s wiser to run inside?

Mason Frank, president of the Iowa State Running Club and senior in mathematics, reported that members of the club will run in pretty much any weather.

In fact, he said, “Last year when we had a blizzard, we were excited to run in it. ... Yeah, your eyebrows may freeze during the run, but it is so much fun.”

Frank makes an exception for cold rain or sleet.

“[The club decides] for our health it would be best to run indoors,” Frank said.

To make outdoor winter runs safe and comfortable, he recommended layering according to conditions: one to two layers of running tights and two running shirts. For temperatures less than 25 degrees Fahrenheit, he suggested two long-sleeved shirts. If it’s warmer, wear a long-sleeved shirt over a short-sleeved one.

Jordan McCrea, employee at Jax Outdoor Gear on West Lincoln Way, recommended base layers from Under Armor’s Cold Gear line or SmartWool as flexible and comfortable.

When it’s warmer out (45 to 60 degrees), she suggested Brooks’ Silver Bullet gear, which is embedded with aluminum particles and provides lightweight comfort over a wide range of conditions.

There is room for personal variation, however.

“It’s basically a preference on how you want to feel for the first couple minutes of your run and whether or not you feel comfortable leaving your clothes in a bush,” Frank said.

Frank added that if you see clothes in a bush, leave them alone — they probably belong to a runner who will be back for them soon.



Members of the Iowa State Running Club go for a jog near Beyer Hall. During the winter months, it is important to wear appropriate clothing to keep warm when running outside.

When deciding on specific gear, Frank advised considering what the fabric will be like drenched in sweat, because “when you run in the winter, you still sweat.” A lot of runners prefer technical gear for this reason, which can be found at outdoor activity outfitters such as Jax.

McCrea said that along with shirts and running tights, it’s wise to wear gloves and a hat. Jax carries windproof, lightweight gloves and runner-specific hats with ear coverage and holes for ponytails, though Frank mentioned that many Iowa State Running Club members use cheaper gloves that work just fine. McCrea suggested trying neck gaiters, which protect the face and neck from windburn or frostbite.

Research shows that exercising in nature — even if it’s just the lawns and trees of residential streets — improves mood significantly more than doing the same exercise indoors.

“I like to balance my running with changing scenery no matter what time of the year,” Hampton said.

Along with a mood lift, outdoor running has practical benefits. Frank stated that “[the running club runs] outside because it is best for injury prevention. Running around a track with 90-degree angles is a great way to injure yourself if you are doing it more than once or twice a week.”

To reduce risk of injury while run-

ning outside, the club adopts a slower pace when running on ice and snow and takes wider and slower turns. There are gear options to increase grip on ice, as well.

Though Hampton said she prefers to take her running indoors when it’s icy or snowy outside, she said “you could wear special shoe accessories called Yaktrax that help prevent slipping.”

Yaktrax secure metal coils across the sole of the shoe with a rubbery band. They can be purchased at Jax.

For safety outside, McCrea suggests reflective gear, which can be anything from clothing with reflective details to reflective tape to a lightweight reflective vest.

In March, Jax will begin stocking Mason emergency wristbands, which can hold emergency information. They also have the ability to sync with a debit card so you can purchase food, drink or anything else you need while running outdoors.

If you’re running outside, especially at night, let someone know where you’re going and when you’ll be back, or run with a friend.

Though many outdoor runners take to the sidewalks or streets, there are several places in Ames that make a special run.

Try the ISU Cross-Country Course, Ada Hayden park just off North Grand Avenue (it’s bike- and

Exercise on campus

For information on recreation facilities on campus, or to purchase a pass (faculty/staff), see recservices.iastate.edu.

Facility hours (for Lied Recreation Athletic Center and State Gym):

Monday through Thursday: 6 a.m. to midnight

Friday: 6 a.m. to 10 p.m.

Saturday: 8 a.m. to 10 p.m.

Sunday: 9 a.m. to midnight

pet-friendly too), or carve a path through Iowa State’s campus.

Indoor running can be more than just a fallback option for icy conditions.

If you’d like to run with a friend who has a different pace, side-by-side treadmills offer an option for running together. Some runners like tracking their pace on a treadmill and indoor tracks are made with special cushioning material that some runners prefer.

If you’d like to run indoors, Lied Recreation Athletic Center and State Gym both offer many treadmills and tracks. Faculty and staff can access these facilities with purchase of a special pass.



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Fitness

# Cycling offers physical, social rewards during winter months

By Lea Petersen  
@iowastatedaily.com

Winter seems to have forgotten to grace Ames with its presence this semester, and what better way to start impressing Valentine hopefuls than heading out into the sun, grabbing a bike and getting your cardio in?

"The benefits of cycling go way beyond weight loss and these benefits go away once one stops exercising," said Christina Tait, cycling instructor for State Gym's Cycle-Fit classes. "The basic line is if your goal is to live longer, you need to move. Find a way to move that you find pleasant and fun during the session."

Tait said finding something you enjoy doing will help you stick to that activity longer.

"Eventually, in your own time and at your own pace, you will gain more comfort and ease with your process. Things that once seemed impossible will become possible," Tait said. "The goal is to keep moving across your lifespan to live a longer, healthier, and for some, a more fit life."

Amber Thornton, senior in kinesiology and health, pointed out that biking is not only good for your cardio, but also for your wallet.

"We have a very bike-friendly campus. It would be good for college students to take up cycling as a mode of transportation instead of driving," Thornton said. "I enjoy cycling in the summer as a cardio exercise; however, I tend to shy away from it in the winter."

Many students have the same mindset that bikes and ice rarely mix well. If winter does decide to be fashionably late, fear not. Stationary bikes in warm gyms are just as effective.

"If a person wants to take up cycling or any form of cardio respiratory exercise for health and or fitness, it is not so important whether they start on a stationary bike or a 'real' bike," Tait said. "With about 40 percent of U.S. adults saying they do nothing in terms of leisure physical activity, it becomes important to choose a way to move and do it at a comfortable intensity with the goal of maintaining enjoyable movement over one's lifespan."



File photo: Rebekka Brown/Iowa State Daily  
**Kris Spoth, senior in electrical engineering, participated in the 2011 Ironman World Championship. Cycling is a good way to get some cardiovascular activity in the winter, as stationary bikes are readily available at local gyms.**

Tait said one benefit of cycling indoors is that you can take cycling classes, which will offer you the opportunity to socialize and get support from others.

She said indoor cycling is also a great activity for those with knee problems.

"When looking at cycling over other cardio respiratory exercise, many people with knee issues may find cycling less painful than running for an example,"

Tait said.

Cycling, be it outdoor or indoor, offers people social and physical benefits, Tait said. She explained that both forms of cycling can provide equally rewarding opportunities.

"It is really an individual choice," Tait said. "Students should start with what feels right and good for you during the exercise process."

Health

# Researchers prove exercising while working is possible

Study focuses on use of walking work station

By Zac Durham  
@iowastatedaily.com

Researchers at the Nutrition and Wellness Research Center are currently conducting a study involving exercise and office work. The study focuses around the use of a walking work station, which is basically a treadmill with a desk on top.

The primary use of the walking work station is to allow one to walk on the treadmill while doing daily work activities such as checking email, typing and reading documents and browsing the Web.

The possibilities are endless once one has become comfortable with the multitasking. Jeanne Stewart, assistant scientist at the center, has had the opportunity to use the walking work station several times during her team's study.

"It is easy to get carried away while working," Stewart said. "Once while typing a document, I lost track of time and before I knew it I had been walking for two hours."

Stewart's report helps to prove the usability of the walking work station. For many, that is still a looming issue.

Over the course of this year and continuing until the end of April, faculty will have the opportunity to try the walking work station for a few weeks. In total, hundreds of faculty will have used the walking work station by the research's end.

Greg Welk, associate professor of kinesiology, is head-

## Staying active

- Stand up while reading texts rather than sitting down
- Walk around while brainstorming ideas for a paper
- Do homework while standing at the counter/desk
- Take stretch breaks between long reading sessions
- Sit on a yoga ball rather than a chair when working at a desk

**“Our goal is to provide viable options for those who wish to live a more active lifestyle.”**

Greg Welk

ing the research study.

Welk was sure to make clear that the study was not only about the walking work station but about exercising in the workplace as a whole.


The research team said it hopes to show an improvement in health and wellness for those participating in the study.

"Our goal is to provide viable options for those who wish to live a more active lifestyle," Welk said.

"We want to see a correlation between exercise and health for even those who have time to exercise 15 to 30 minutes each day."

The study will end in April. At that time, the study results will be available.

# Eat To Compete



What and when you eat can affect your workout. Food is your fuel. What you eat or don't eat prior to and after a workout can keep you going and affect your performance.

### Pre-Competition Planning

Build your meal so that two-thirds of it consists of items that will provide carbohydrates for quick energy. Fill the remaining one-third of your pre-competition plate with low-fat protein. If there's one hour or less before your workout, stay away from protein. Proteins slow our digestion and can cause indigestion. Here are some ideas for nutritious choices.

Time Before Competition	Recommended Food Or Liquid	Pre-Game Meal Ideas
1/2 hour to 1 hour	Liquids	Sports drink and water
1 to 2 hour	Small snacks & liquids	Cereal bar, grapes, apple juice, & water
2 to 3 hour	Small meal & liquids	1/2 turkey sandwich, banana, sports drink, & water
3 to 4 hour	Regular-size meal & liquids	Pasta with meat sauce, salad, bread, orange juice


### Stay Energized & Hydrated During Competition

Drink four to six ounces of water every 15 to 20 minutes of exercise. Exercising longer than one hour? Maintain energy by drinking 5 to 10 ounces of a sports drink every 15 minutes.


### Post-Competition Recovery

**Rehydrate.** Weigh yourself before and after you exercise. For every pound of weight lost post-event, drink two cups of fluid.


**Refuel** 15 to 30 minutes after your workout and then again in two hours. While carbohydrates and water are the primary nutrients needed, adding some protein will help increase the amount of carbohydrate stored in the muscle. Eat or drink something with 4 grams of carbohydrate to 1 gram protein.



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# CAREER GUIDE

ISD IOWA STATE DAILY

MONDAY, FEB. 6, 2012



## The art of *networking*



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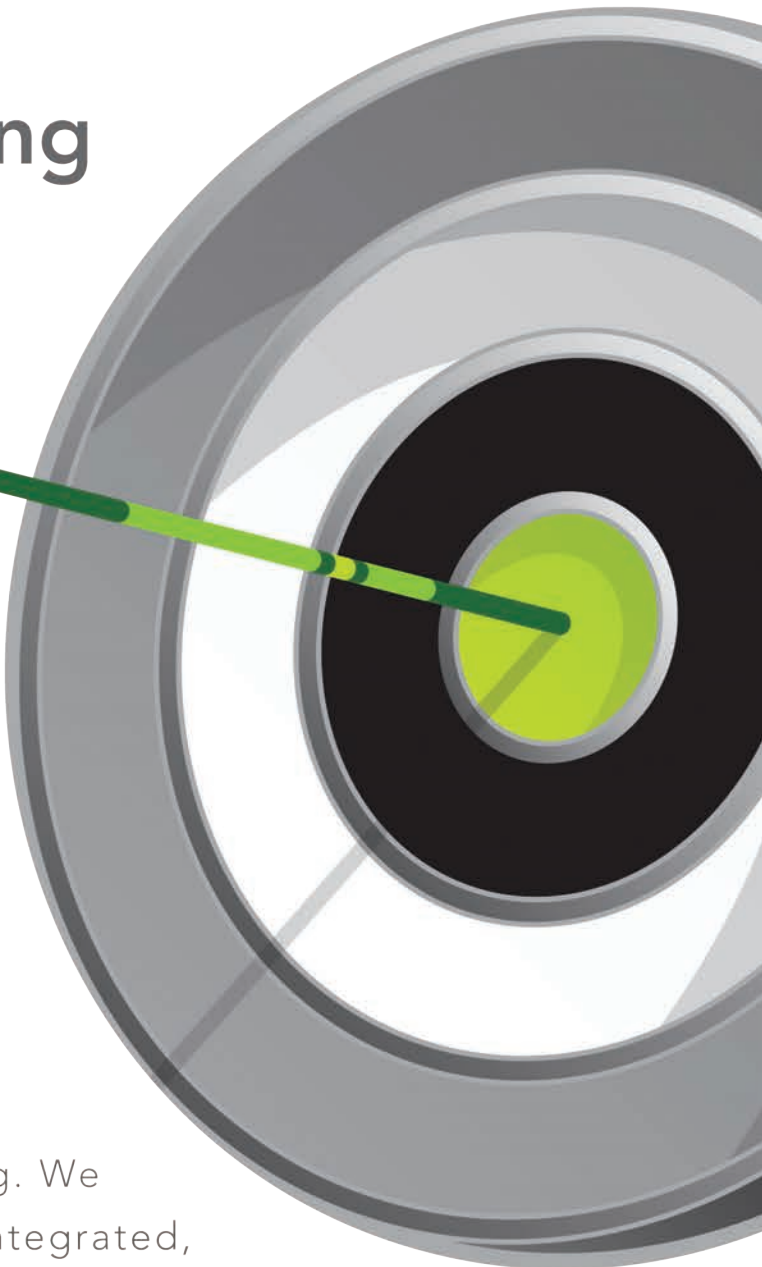




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College of Human Sciences

# Students find careers through connections

By Ashley Hunt  
@iowastatedaily.com

When asked about the basics of networking for future careers, most students agree it plays a very important role in landing a future job or internship. However, sometimes they don't realize exactly what kind of possibilities networking can truly give them.

Emily Vonderhaar, senior in biology and nutritional science, is one of those students. Vonderhaar said she didn't realize the significant role networking has played in getting her the opportunities she has today.

Vonderhaar has plans to attend graduate school in the future. As she goes through her undergraduate work, she said she knows she needs to get as much experience as possible. This is why she wanted to get a position job shadowing a physician, she said.

Vonderhaar has established a stable relationship with her biology adviser. In making this relationship, she has learned that her adviser's wife is currently a physician. Later, when she got the ambition to do some job shadowing, she knew exactly where to go, Vonderhaar said.

"I went in for a meeting with him, and I knew he had mentioned his wife being a physician before," Vonderhaar said. "So I just went in and asked him if there was any way it was possible to job shadow with her. Turns out, it was."

Iowa State sponsors career fairs each semester to give students more opportunities to do some networking and to establish connections with professionals. This semester, the career fair for the Colleges of Business, Liberal Arts and Sciences and Human Sciences is scheduled from noon to 6 p.m. on Wednesday at Hilton Coliseum.

Loni Pringnitz, director of Career Services for the College of Human Sciences, said she could not stress the importance of attending the career fair enough.

"It's a free day, full of opportunities to network," Pringnitz said. "Why wouldn't a student take advantage of a free day?"

More than 100 employers are scheduled to be represented at the



File photo: Iowa State Daily

Jiang Xu, graduate in logistics and supply chain management, talks to Keath Storm, vice president of human resources at Link America, about his previous work experience during the Supply Chain Management Career Fair on Feb. 8, 2011, at the Molecular Biology Building.

career fair this semester. There are plenty of opportunities for students not only in the College of Human Sciences to make connections, but for students in the other colleges as well.

When it comes to attending and networking at the career fair, it's important to take advantage of every opportunity that comes your way, Pringnitz said.

"Do not be afraid to approach employers and ask questions. Ask lots of questions," Pringnitz advised.

Another important point, Pringitz emphasized, is to be confident, sell yourself and make yourself marketable.

First impressions are extremely

important when it comes to establishing a relationship with a potential employer. Farah Ishaq, junior in hospitality management, has learned this throughout his previous experiences while attending career fairs at Iowa State.

"It is so important to make a solid first impression, which is everlasting," Ishaq said.

He believes the best way to do this at the career fair is preparation.

Ishaq said he plans on preparing a one-minute speech about himself in order to make a good first impression when talking to potential future employers.

"It's important to be prepared and to be confident, as well as to know

what you are going to say," Ishaq explained.

Besides attending the career fair, there are other ways to establish connections with professionals and employers that will be beneficial to a student's future. Pringnitz recommends using social sites, such as LinkedIn, as another resource available to network professionally.

As always with social networking sites, Pringnitz advised students to be cautious.

"Always be careful. When you post something, it's instant," Pringnitz said. "It's free information for the general public."

Ishaq said he utilizes LinkedIn as a way to make connections with

employers and other professionals. Ishaq recommends LinkedIn to other students.

"It's a great resource to make those connections with employers and to have them in one convenient location," Ishaq said.

As students prepare for their future careers, they need to remember the importance of networking and the possibilities it can yield. Take advantage of the employers who are taking time to attend the career fair and establish connections with them.

Don't forget about the other, non-traditional ways to network as well. As Vonderhaar found out, you never know when a connection is going to bring you an exciting opportunity.

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### Be prepared!

Agriculture Career Fair: Feb. 1  
Engineering Career Fair: Feb. 7  
Business, LAS Career Fair: Feb. 8





College of Business

Students build relationships with professionals

Networking sites help people find industry leaders

By Joy Wessels @iowastatedaily.com

Professional networking has become a sort of norm for business students trying to build relationships with people in their industry. While it has become easier due to the Internet and its social networking capabilities, the idea itself is often misconstrued for something else.

Tammy Stegman, career coordinator for marketing and management, said networking isn't just about finding a job, but about forming relationships.

"Students should talk to employers about what their interests are and how they would fit in," Stegman said. "So when the same recruiters come back each year, they have something to build on."

Even though a student's goal shouldn't be focused primarily on finding a job, networking is crucial in securing employment, even more now than it used to be. A survey by the U.S. Bureau of Labor showed that 60 to 80 percent of job-seekers find jobs through networking, while only 2 percent find employment by just sending out resumes.

With the creation of social media sites such as LinkedIn, students are able to network both face to face and online. LinkedIn allows members to create a professional pro-



File photo: Huiling Wu/Iowa State Daily  
Shantel Lawrence, left, Brittany Gunn and Durant Freenan, from Buena Vista University, come to find jobs at the Business, LAS and Human Sciences Career Fair on Sept. 28, 2011, at Hilton Coliseum.

file that includes a resume. Members can also make contacts with other students in their major and professionals in the industry.

Lauren Oltmann, junior in marketing, created her own LinkedIn profile and has been to the career fair four times. She said that having a resume

filled with career-related and volunteer experience speaks volumes more than just a high GPA.

"I think a lot of employers are looking at more than just your GPA," Oltmann said. "You need to show that you're involved with other things too."

Isaiah Villalobos, junior in supply chain management, said he also agreed that it's good to know a lot about your industry of interest.

"Being confident in yourself and knowledge of your field is really important," Villalobos said. "If you know what you're talking about to professionals, it will make the conversation become more relaxed, which helps show your real personality if you're comfortable with the person you're talking to."

Villalobos also said it's important to take advantage of the services offered by the College of Business. Career Services help students prepare for the real world by hosting mock interviews, lectures on the importance of networking and workshops on resumes.

In preparation for the Career Fair, the College of Business Career Services is hosting a series of lectures and workshops so students feel confident when networking. Stegman said it's these kinds of things that will help students be successful in the future.

"It's a variety of things," Stegman said. "Students need to attend events, know how to network and just take advantage of learning how to be successful in a professional industry."

Economy

Companies add jobs in January in long-awaited hiring surge

By Christopher S. Rugaber The Associated Press

WASHINGTON — In a long-awaited surge of hiring, companies added 243,000 jobs in January — across the economy, up and down the pay scale and far more than just about anyone expected. Unemployment fell to 8.3 percent, the lowest in three years.

The job growth was the fastest since last March and April. Before that, the last month with stronger hiring, excluding months skewed by temporary census jobs, was March 2006.

The unemployment rate came down by two notches from December. It has fallen five months in a row, the first time that has happened since 1994, two economic booms and two recessions ago.

"The economy is growing stronger," said President Barack Obama. "The recovery is speeding up."

Indeed, the report Friday from the Labor

Department seemed to reinforce that the nation is entering a virtuous cycle, a reinforcing loop in which stronger hiring leads to more consumer spending, which leads to even more hiring and spending.

On Wall Street, where investors had already driven stocks to their best start in 15 years because of optimism about the economy, the jobs report triggered a spasm of buying.

The Dow Jones industrial average climbed 156.82 points, its second-best showing this year, and finished the day at 12,862.23, its highest close since May 2008, four months before the financial crisis struck.

The Nasdaq composite index finished at its highest level since December 2000, during a steep decline after the dot-com stock craze. Money poured out of bonds, which are considered less risky than stocks, and bond yields rose.

"Virtually every economist on the planet

had expected a drop in the rate of job gains in January, which makes today's upward surprise even more surprising," Dan Greenhaus, chief global strategist at the brokerage BTIG, said in a note to clients. In December, 203,000 jobs were created.

The impressive jobs report reverberated through the presidential campaign and could improve Obama's re-election prospects. The drop in the unemployment rate put it exactly where it was in February 2009, the month after Obama took office.

In Arlington, Va., the president argued that now was no time to let a 2-percentage-point cut in the Social Security payroll tax expire, as it will if Congress doesn't take action by the end of the month.

Unemployment was 6.8 percent when Obama was elected, 7.8 percent when he was sworn in and 10 percent, its recent peak, nine months later. No president since World War II has won re-election with unemployment higher than 7.2 percent.

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College of Liberal Arts and Sci-

Striking up single conversation could lead to next big break



Joel Brewer, senior in business management, interviews with Steven Abolatia from Union Pacific Railroad during the Business, LAS and Human Sciences Career Fair on Sept. 28, 2011, at Hilton Coliseum.

File photo: Huiling Wu/Iowa State Daily

By Jamie.Lauten  
@iowastatedaily.com

For any students who are contemplating whether or not to attend the LAS career fair Wednesday, it is important to keep in mind that even those not looking for an internship right now, the career fair can be an excellent tool for networking.

Although the idea of striking up a conversation with a possible future employer may seem daunting and even a bit frightening, Taren Reker Crow, program coordinator for the Liberal Arts and Sciences Career Services, emphasized that confidence can take you far.

Crow said don't let a person's position intimidate you — keep the conversation relaxed and casual, but don't forget to remain professional at all times.

Crow said when talking with a possible future employer, students should ask intelligent questions and try offering a unique point of view — “something new and fresh.”

The key is to be memorable, Crow said. One small conversation can lead to an infinite amount of networking opportunities.

A good place to discover networking opportunities is online, Crow said. However, she said students looking for jobs should also go beyond just searching online.

“Looking at job postings should only be a fraction of your job search,” Crow said. “You should also be getting in touch with organizations who'd you'd be interested working with, as well as people who might be able to help you whether they are in your field or just have some kind of connections.”

Your advisers and your professors can also be of great help to kick-start your network, Crow said.

Over the years, the importance of networking has grown. With an increasing amount of college graduates each year, students must attempt to gain a competitive edge, Crow said.

Getting a job today isn't just based on how high your GPA is or how high you score on standardized exams, Crow said. Making even the smallest connection can really help you get your foot in the door.

Crow explained how she recently talked to a student who networked his way to an internship by simply striking up a conversation with a person in line at Panera. Although we all might not be so lucky, you never know who someone might know.

Unemployment

African-Americans, educated see increase in job prospects

The Associated Press

Hard-hit African-Americans and the most-educated Americans enjoyed the most improved job prospects in the 12 months ending in January.

Among racial groups, whites, Hispanics and Asians benefited too. But African-Americans, who lag far behind the others, made the biggest gains.

For workers without a high school diploma, seasonally adjusted unemployment slid from 19.9 percent to 18.3 percent over the past 12 months. Among high school graduates with no college experience, the rate fell from 12.4 percent to 11 percent.

Unemployment among those with a college degree —

an associate's, a bachelor's or more — did tick down, just not as much. The rate for those with a bachelor's degree or beyond declined from 4.8 percent to 4.6 percent. Five years ago, their rate was just 1.8 percent.

But the employment picture is improving more for those with a college degree. That's because many Americans without a degree are dropping out of the workforce and aren't counted as unemployed.

Among whites, unemployment declined from 8.1 percent to 7.4 percent. Asians reported the lowest unemployment rate among the four identified racial groups: It slid from 6.9 percent to 6.7 percent. (Unlike for other racial categories, unemployment for Asians, a smaller group, isn't adjusted for sea-

sonal factors.)

The rate for Hispanics and African-Americans fell sharply among the racial groups. Hispanic unemployment dropped from 12.9 percent to 11 percent. But that's because a disproportionate number of Hispanics have stopped looking for work and so aren't counted as unemployed. Immigration has also declined sharply.

Unemployment among African-Americans declined sharply, from 15.7 percent to 13.6 percent over the past year. That's a big change from 2011, when African-American unemployment was stubbornly high and mostly unchanged throughout the year. Young black men with at least a high school diploma enjoyed the biggest gains.

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College of Engineering

Career fairs help ISU students perfect skills

By Melena.Whetro  
@iowastatedaily.com

For Ivan Fernandez, securing an internship was no quick fix. Fernandez, junior in aerospace engineering, has spent the past three years constructing a path to success.

This last fall, all of his hard work paid off, landing an internship at Spirit AeroSystems for the upcoming summer.

“I’ve gone to just about every career fair since I was a freshman,” Fernandez said.

Fernandez said his experience with going to career fairs started off somewhat rough.

“Freshman year at the fair was brutal and awkward,” Fernandez said. “I was not prepared and didn’t do any research on the companies. I was way in over my head.”

As intimidating as College of Engineering career fairs may appear to freshmen, who are required to attend, Fernandez said he appreciated that it allowed him to know what he was getting into. He said he quickly learned from his experience.

Now a near pro, Fernandez credits networking as part of his success.

“Networking is very vital,” he said. “It’s important, especially for engineering students, because the more people you know, the more access you have for opportunity.”

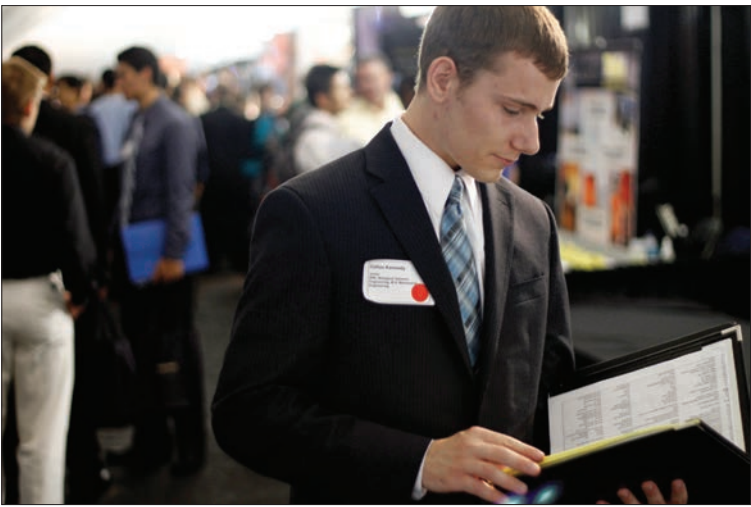
Fernandez benefited from networking by being hired on for his paid internship.

“I actually recognized the company representative from a previous career fair and he remembered me,” he said. “That helped a lot.”

Additionally, Fernandez received a recommendation from an ISU graduate working at the company.

Roger Bentley, manager of Student and Alumni Professional Development at Engineering Career Services, said that many alumni are able to pass names around their companies.

Bentley said he encourages students to get involved in clubs or group design classes. This is a good way to build relationships with peers at Iowa State so that these people can pass names around to their companies in the future.



File photo: Iowa State Daily  
Colton Kennedy, senior in biological systems engineering and mechanical engineering, reviews his resume at the College of Engineering Career Fair on Sept. 21, 2010, at the Iowa State Center courtyard.

“I know that more and more employers are using their internal alums to help network back into the school they’re from,” Bentley said.

Fernandez agreed. “A lot of upper-classman will remember undergrads and start networking within their

company to get you hired,” he said.

Director of Engineering Career Services Brian Larson said that networking is important for at least three key reasons.

“First, most jobs require networking skills to get the work done,” he

said.

Larson added, “Employers are looking for people that are good at building professional relationships.”

Larson said the second reason is that networking helps connect those looking for work to employers looking for people to hire. The final reason is that networking helps employers by removing “a bit of the unknown about a prospective employee.”

“Networking becomes an art form over time,” Bentley said.

This “very vital” skill can be the difference between being successful or unsuccessful in today’s economy.

“In a down economy, job seekers need to work harder to get noticed,” Larson said. “Networking becomes that much more important.”

Larson said networking is a skill all students need to know how to do.

With more than 270 organizations attending the spring engineering career fair, students will have ample opportunity to practice their networking skills.

“Go to as many as it takes to land the internship,” Fernandez said. “[They’re] actually worth it.”

College of Design

Students build relationships to get ahead in prospective careers

By Kelsey.Roehrich  
@iowastatedaily.com

Networking to build relationships with professionals is an important step in establishing a future career. Justin Davis, junior in architecture, said he has already been getting his foot in the door by using his networking techniques.

“It’s all about who you know,” Davis said.

Ass an architecture student, Davis is fortunate to have parents in the housing industry who have helped him come in connect with others in the business.

However, since job opportunities are not plentiful for architects, Davis said he still

makes an effort to go out and meet people on his own as well.

Davis said he has introduced himself to heads of architecture departments by attending trial groups for innovation projects on campus. These people now have his information and can contact him for internships and jobs.

Davis said he believes that the best way to network successfully is “word of mouth” and face-to-face communication. He said he realizes the world is changing with the development of new technology.

An example of this new technology is social media sites. These sites have taken networking to a new level, and some students said they have

begun to take notice.

Davis said he and some fellow design students have created Facebook and Twitter accounts to show off their work and the experience they have.

Davis mentioned that “you can follow companies on Twitter.” This can help students learn about the companies that interest them and what they are all about.

Tiffany Atilano, career counselor at the College of Design, said social media has changed the way students at Iowa State network. She said more than 700 ISU alumni are now using LinkedIn, a website that was launched in 2003.

LinkedIn was made so that students can create accounts

with information about what they are doing and what they plan to do.

Students can go online and connect with people who may offer them jobs, internships and other opportunities.

LinkedIn is the largest professional networking site online. With more than 135 million members, it gives students a wide variety of jobs and opportunities worldwide.

Atilano said a good way to begin with networking is at the College of Design’s annual Career Days on March 1 and 2.

During Career Days, there will be opportunities for the students to introduce themselves to alumni and professionals. Students also will be

able to learn about different design firms and companies.

“Students have been offered interviews through alumni presentations,” Atilano said.

It is important not to come to Career Days empty-handed or empty-minded, Atilano said. She recommended that students dress to impress and to be prepared to talk about themselves and their work.

Also, before attending, research the firms that will be there and have questions in mind for them, Atilano said. She explained that when talking to companies, it is important to save their contact information because you never know when you may need it in

the future.

“People at the career fair want to make connections with students to give them interviews,” Atilano said.

Networking is a very important aspect for design majors here at Iowa State, Atilano said. Beginning to network can be as simple as joining student clubs and introducing yourself to as many people as possible.

Davis said he has already begun this process and has now met many people with whom he has built relationships. He said he believes these people will remember his name when they are looking to hire and these are the kinds of relationships that can change your future.

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Industry

# U.S. companies take part in January hiring spree

The Associated Press

Employers across a range of industries have stepped up hiring. The economy gained 243,000 jobs in January, the most since last April. The hiring spree helped lower the unemployment rate for a fifth straight month, to 8.3 percent.

The reasons why businesses are hiring vary across industries. Among the employers adding jobs:

— Acquity Group, a website designer in Chicago, added about 100 people in the second half of 2011 and now has about 460. Jim Newman, an executive vice president, said it plans to add 200-250 this year. Acquity designs sites for companies such as Saks Fifth Avenue and General Motors Co. Newman says more companies see web-based advertising and communications as cost-efficient. And Acquity's clients have been willing to spend more on their websites. Last year, Newman noticed that marketing budgets began loosening up. "I don't think people are as nervous about the economy as they once were," he said.

— Rackspace Hosting Inc., a "cloud computing" company that maintains corporate websites and provides other services, says it hired about nearly 650 people last year and plans a similar number this year. The company says its clients have spent about 10 percent more on Rackspace's services compared with a year ago as their businesses have picked up. When online retailers receive a crush of sales, for example, they pay Rackspace for more computer capacity.

— Omaha, Neb.-based Union Pacific Corp., the nation's largest rail operator, has benefited from rising auto sales. Union Pacific ships cars for General Motors, Ford and Chrysler, including GM's popular Chevy Cruze. It also ships oil and gas, as well as drill pipes used to extract oil and natural gas from shale. "A lot of our growth is dependent on jobs,

hiring and consumer spending," said Donna Kush, a spokeswoman. "We are expecting moderate growth in these areas" in 2012. Union Pacific added 1,500 jobs last year, raising its work force to about 46,000, Kush said. It foresees similar additions this year. The company is hiring engineers, mechanics and computer and communications specialists to maintain systems to track and dispatch railcars.

— Rising auto sales are straining Continental AG's ability to keep up with demand for its tires and leading to more hiring. The German company, which employs 10,000 in the United States, is building a tire plant in Sumter, S.C., and expanding another in Mt. Vernon, Ill. One reason car sales are improving is that many Americans are replacing aging vehicles, thereby spurring tire sales. Continental's stepped-up production will require adding jobs for several years. "We could sell a lot more tires to automakers if we had the capacity," said Kathryn Blackwell, a spokeswoman.

— When businesses develop products, some turn to Avomeen Analytical Services, which uses chemical techniques to evaluate them. Avomeen, based in Ann Arbor, Mich., tests pharmaceuticals, cosmetics, and industrial cleaners, among other products. It evaluates how long ingredients in new pharmaceuticals will last to assess the product's shelf-life. It also tests cosmetics for safety. Last year, Avomeen's clients began bringing more products to test, says Neil Thanedar, a co-founder.

— National-Oilwell Varco Inc., a Houston company that builds parts for oil drilling, hired about 5,000 people in 2011 and will likely do so again in 2012. National-Oilwell says it has about 700 open positions, mostly in Texas. Higher oil prices have sparked a surge in drilling projects, especially on land, where big oil drillers such as ExxonMobil Corp. and Chevron Texaco Corp. have learned to tap oil deposits in underground layers

of shale rock. The Obama administration also reopened the deep waters of the Gulf of Mexico this year. That allowed companies to resume oil and gas exploration that was halted after BP's oil spill in 2010. "We still need to add a lot of folks," said Clay Williams, National-Oilwell's chief financial officer. "Demand for equipment for the oil field is pretty high."

— New York-based LocalVox Inc. is hiring to handle a growing roster of small-businesses clients hoping to capitalize on social media. Its software is intended to make it easier for clients to simultaneously update Facebook pages, tweets, websites and customer email lists with marketing

announcements. Among its clients are Chelsea Piers, an entertainment complex, and restaurants, including Sushi Samba, Green Square Tavern and Umberto's Clam House. The company's payroll jumped from 10 to 30 employees last year; it plans to double it to 60 this year. "Everybody has to move their marketing dollars to the Internet," said Trevor Sumner, a co-founder.



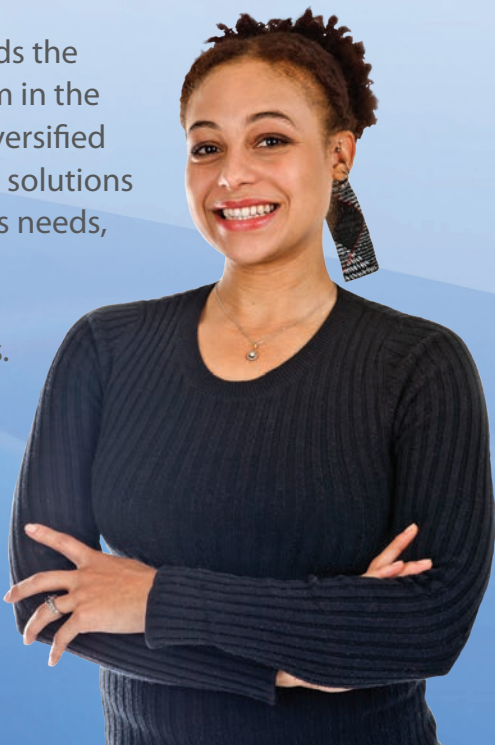
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Dress code

# Walt Disney Co. lifts rule against facial hair

By Rex Huppke  
The Associated Press

Good news for facial-hair enthusiasts. After six decades of flagrant beardscrimination, Walt Disney Co. has lifted its ban on employee goatees and other face fuzz.

It's a bold move by a notoriously conservative company. As Walt Disney himself once did not say, "Having a scruffy 18-year-old working in my theme park might offend guests who've come to see a 5-foot-tall, shirtless mouse and his pal, the duck with no pants."

The loosening of dress-code rules at Disney is a definitive sign that the buttoned-down crowd is losing the war against casual work attire. Yet there remains much confusion over the issue.

What is "casual" apparel? How do I know what's right or wrong to wear to work? Why does everybody stare at my footie pajamas during staff meetings?

Let me first reveal my biases.

I believe that if I was meant to wear pants, God would have made my waist smaller. My goal in life is to become the world's leading advocate for office-appropriate sweatpants. I last wore a tie in 2001, and that was on a dare. (And it was a tie that played music.)

With that out of the way, let's examine the realities. I spoke with Neil Howe, author of "Millennials in the Workplace" and president of the consulting firm LifeCourse Associates.

He said the baby boomer generation launched the casual-dress movement, followed by Generation X, which, during the halcyon days of Silicon Valley, pushed the envelope even further, wearing flip-flops to board meetings and generally confounding the old-timers in suits.



Those substantial shifts in work appearance have left a wildly varying mix of standards. Some industries maintain a formal appearance. Others go all-in on casual, and many sit somewhere in between.

That, Howe said, has left the millennial generation (people born between 1982 and 2004) a bit confused and longing for some hard and fast rules: "Millennials are actually more likely than older generations to say that their employers do not do a good job at explaining dress and appearance conventions to their employees. What they want is predictability and a framework in which they can work."

Meanwhile, the boomers and Gen-Xers "don't make it explicit because they think that making a code would upset young people. But that's absolutely not true."

If younger workers are confused about what to wear or not, it's likely creating confusion for non-Millennials as well.

"I'm totally confused today," Howe said. "I go out to Viacom or Time Warner and no one wears a tie or even a coat. Then I go across town to JPMorgan and everyone wears a tie, everyone's wearing suits. It depends on the part of the country, it depends on the type of company."

So what do you do?  
First off, management

people, spell out your dress code. Don't just tell employees that "business casual" is acceptable. Business casual is an amorphous term, and one person's khakis and tucked-in shirt is another's tank top and PJ pants. Hammer out a dress code that provides specific examples, including situations where spiffier dress is necessary.

If you're an employee, use some common sense. If you're in front of customers, it's reasonable that you will want to look nicer than if you're behind a desk all day.

Outside of directly asking a supervisor what you can and can't wear, Amanda Haddaway, author of "Destination Real World: Success after Graduation," suggests that "if you're dressing like your manager or the people in the next hierarchical level of the company, you are probably appropriate for the workplace."

And please don't get too self-righteous about your freedom to be who you are. I'm all for bold expressions of personality - that's why I have "Thug Life" tattooed on my forehead - but rarely is freedom of 9-to-5 self-expression worth losing a job.

Jessica Simko, author of the upcoming book "Why Can't I Be Me?," said: "If you're going to be working with older professionals, you're going to have to be a little more tradi-

tional in how you operate. I think when (the millennials) come up and they're in senior level positions, everything will be different. But for now, you have to conform."

That said, she advises companies against over-regulating employees.

"I feel like jobs need to be based on whether you're doing them well or not," Simko said. "That's what matters at the end of the day. Companies need to look at employees more as humans and recognize that not everyone looks the same or

dresses the same."

So good for Walt Disney for finally letting its employees have neatly trimmed beards. And good for any company that strikes a balance between its image and the comfort and freedom of expression of the people who make the company work.

Which reminds me, I need to stop at the dry cleaners and pick up my sweatpants and "Where's the Beef?" T-shirt.

Rex Huppke writes for the Chicago Tribune. Send him questions by email at [rhuppke@tribune.com](mailto:rhuppke@tribune.com) or on Twitter.





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